

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

Claim 1 (previously presented): A method for selecting products that occurs over a networked computer system comprises:

 sending a user a web page that has:

 one or more images, wherein at least one of the images emphasizes one or more aesthetic characteristics;

 one or more questions that request the user's preferences for one or more of the images presented; and

 receiving from a user a set of responses from the questions to produce a profile of the user's preferences for aesthetic features of products.

Claim 2 (previously presented): The method of claim 1 further comprising:

 compiling an aesthetic profile tag for the user based on the received responses.

Claim 3 (previously presented): The method of claim 1 further comprising:

 retrieving a product aesthetic tag associated with a particular product type selected by the user, the product aesthetic tag representing one or more aesthetic features of the product;

 forming a result tag that contains a value corresponding to how well aesthetic features of the product match to aesthetic preferences of the customer.

Claim 4 (previously presented): The method of claim 1 wherein the user is presented with a graphical user interface that contains questions that elicit the information from the user.

Claim 5 (previously presented): The method of claim 1 wherein at least one of the questions presented to the user asks the user to grade the user's preferences for an image on a scale.

Claim 6 (previously presented): The method of claim 1 wherein web page includes a control for the user to enter a value corresponding to how the user rates one or more of the images.

Claim 7 (previously presented): The method of claim 3 further comprising:
rank ordering the result tags.

Claim 8 (previously presented): The method of claim 7 further comprising:
presenting the user with the products corresponding to the rank ordered result tags.

Claim 9 is cancelled.

Claim 10 (currently amended): A method of executing on a computing device for
producing an aesthetic profile tag for a user comprises:

viewing, on a display associated with the computing device, an image that visually
expresses one or more attribute scales; and

entering, on a user input device associated with the computing device, preferences for the
attribute scales.

Claim 11 (previously presented): The method of claim 10 wherein the aesthetic scales
include at least one of form, material, decoration, overall appearance, and novelty.

Claim 12 (original): The method of claim 10 wherein each scale is further divided into
three levels.

Claim 13 (currently amended): A computer program product for selecting products, said computer program product residing on a computer readable medium comprises instructions for causing a computer to:

receive from a user responses for preferences for aesthetic characteristics embodied in one or more images, wherein the computer program product produces a graphical user interface that contains questions that elicit ~~the information from the user~~ regarding the user's preferences for aesthetic characteristics related to at least one of form, texture, material, color, pattern, extent of decoration, and overall product appearance.

Claim 14 (original): The computer program product of claim 13 further comprising instructions to:

compile an aesthetic profile tag for the user based on the received responses for the scales.

Claim 15 (previously presented): A system for selecting products, said system comprising:

a computer;

a computer program product residing on a computer readable medium comprises instructions for causing a computer to:

receive from a user responses for preferences for aesthetic characteristics embodied in images that correspond to aesthetic features of products, wherein the computer program product produces a graphical user interface that contains questions that illicit the information from the user.

Claim 16 (currently amended): A method executed on a computing device for determining user aesthetic preferences, the method comprising:

presenting a set of images to a user;

receiving input from the user indicating the user's preferences for one or more aesthetic characteristics expressed in one or more of the images in the set of images; and
establishing with the computing device an aesthetic profile for the user based on the user's input.

Claim 17 (previously presented): The method of claim 16, wherein each image in the set of images emphasize one or more aesthetic characteristics.

Claim 18 (previously presented): The method of claim 17, wherein an emphasized aesthetic characteristic of at least one set of images is one of form, material, decoration, overall appearance, and novelty.

Claim 19 (previously presented): The method of claim 16, wherein presenting a set of images to the user further comprises:

presenting the user with a scale in which to grade the strength of the user's preferences for one or more images presented in the set of images.

Claim 20 (previously presented): The method of claim 16, wherein the input from the user indicating the user's preferences for one or more aesthetic characteristics expressed in of one or more images in the set of images comprises the user's selection of an image from a set of images.

Claim 21 (previously presented): The method of claim 16, further comprising:
presenting a plurality of sets of images to a user, wherein each set of images emphasizes one or more aesthetic characteristics; and
for each set of images, presenting the user with a scale in which to grade the strength of the user's preferences for one or more aesthetic characteristics expressed in of one or more images presented in the set of images; and

receiving input from the user indicating the user's preferences for one or more aesthetic characteristics expressed in of one or more images in each set of images.

Claim 22 (previously added): The method of claim 21, wherein establishing an aesthetic profile for the user based on the user's input comprises:

examining the input received from the user;

determining whether the user has given consistent responses to an aesthetic characteristic emphasized in one or more sets of images; and

if a consistent response has been given, storing a profile tag indicating the user's preference for the aesthetic characteristic emphasized in one or more sets of images.

Claim 23 (previously presented): The method of claim 22, wherein determining whether the user has given consistent responses to an aesthetic characteristic comprises:

sending the user a test set of images that emphasizes a particular aesthetic characteristic;

receiving input from the user indicating the user's preferences for one or more aesthetic characteristics expressed in of one or more images in the set of images; and

comparing the input received from the user that corresponds to the test set of images to input received from the user that corresponds to one or more prior sets of images to determine if a consistent response has been given.

Claim 24 (previously presented): A method for determining product profile, the method comprising the steps of:

viewing a product;

grading one or more aesthetic characteristics of the product on a scale; and

storing the grade in a field corresponding to the graded aesthetic characteristics within the product profile.

Claim 25 (previously added): The method of claim 24, wherein the step of viewing a product comprises:

viewing one or more electronic images of the product.

Claim 26 (previously presented): The method of claim 24, further comprising: grading a plurality of aesthetic characteristics of the product on a plurality of scales; and storing the grades in a plurality of fields in a product profile, wherein each field in the product profile corresponds to an aesthetic characteristic or combination of aesthetic characteristics.

Claim 27 (currently amended): A method for selecting products that occurs over a networked computer system comprising:

retrieving a first user's profile, wherein the first user's profile comprises one or more tags which correspond to the first user's preferences for one or more aesthetic characteristics of products;

retrieving a second, different user's profile, wherein the second user's profile comprises one or more tags which correspond to the second user's preferences for one or more aesthetic characteristics of products; and

combining the first and second users' profile to create a composite user profile.

Claim 28 (previously presented): The method of claim 27, wherein the step of combining the first and second users' profile comprises:

combining a tag contained in the first user profile associated with an aesthetic characteristic with a tag contained in the second user profile associated with the same aesthetic characteristic; and

storing the combined tag in a composite user profile.

Claim 29 (previously added): The method of claim 28, wherein the step of combining a tag contained in the first and second users' profile comprises:

averaging a value associated with the tag contained in the first user profile with a value associated with the tag contained in the second user profile.

Claim 30 (previously added): The method of claim 28, wherein the step of combining a tag contained in the first and second users' profile comprises:

assigning a weight factor to a value associated with a tag contained in the first user profile associated with an aesthetic characteristic;

assigning a weight factor to a value associated with a tag contained in the second user profile associated with the same aesthetic characteristic; and

averaging the weighted values of the tags in the first and second users' associated with the same aesthetic characteristic.

Claim 31 (previously added): The method of claim 28, further comprising:

receiving input from the first user indicating how the first and second users' profile should be combined.

Claim 32 (previously added): The method of claim 28 further comprising:

presenting the first or second user with one or more questions to determine how the first and second users' profile should be combined.

Claim 33 (previously presented): The method of claim 27, wherein the first user profile includes one or more tags which correspond to the first user's preferences for one or more non-aesthetic characteristics of products.

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Claim 34 (previously presented): The method of claim 33, wherein the non-aesthetic preferences include at least one of desired price range, brand preference, vendor preference, or product availability.